

# American Art Association

1883  1922

## THE NEW AMERICAN ART GALLERIES

The Madison Avenue Block 56th to 57th Street  
Entrance: 30 East 57th Street  
New York City

J. D. Leland Company, Architects and Engineers

### A Tribute

written by the late John G. Johnson, noted art collector and leader of the American Bar, in a letter to a client advising the disposal of an important collection.

"The success of the American Art Association has been reached, not only through intelligent management and unsurpassed facilities; but by the important fact that as strictly auction commission merchants they do not themselves countenance, to any extent whatsoever, speculation or permit their employees to do so, entertaining only unrestricted public sales, whereby they have held the confidence of the community who through free, legitimate competition, are willing to pay full and at times more than the market value."

THE AMERICAN ART ASSOCIATION announces its removal on November the tenth from the familiar quarters on Madison Square South, which it has occupied since its institution in 1883, to the Madison Avenue block, 56th to 57th Streets.

LOCATED IN THE ART CENTER OF AMERICA at 57th Street and occupying the entire Madison Avenue block, the new American Art Galleries will be the largest and best adapted for their purpose in the world. Covering a total area of 60,000 square feet, they will be divided into 22 exhibition and sales rooms, all well lighted by specially designed skylights and electric light reflectors which give a uniform light of equal quality on all four walls, and the floor at all hours of the day and night. These extraordinary facilities permit the largest collections of paintings, prints, tapestries, rugs and other property requiring true colour values to be exhibited under top light and afford the most perfect display of artistic and literary property.

THE OBJECT OF THE NEW AMERICAN ART GALLERIES is to permit the exhibition of paintings, prints, porcelains, tapestries, rugs, jewels, furnishings and other artistic properties; books, manuscripts, and other literary property; arms, armor, curios

and other historical objects in such an intelligent manner as to quicken the appreciation of art and literature. This will encourage the public as well as the professional and amateur collector to attend its sales. These sales are so managed as to stimulate free competition through a realization that there is a distinction between legitimate unrestricted public sales and the customary restricted auction sales.

SIXTY MILLION DOLLARS in Public Sales of Art and Literary Property as well as memorable Loan and Special Exhibitions attracting hundreds of thousands of visitors, represent the tremendous volume of business under the management of the American Art Association since it was organized in 1883.

APPRAISALS AND CATALOGUES. The American Art Association will also expand its service of furnishing appraisements, under expert direction, of art and literary property, jewelry and all personal effects, in the settlement of estates, for inheritance tax, insurance and other purposes. It is prepared also to supplement this work by making catalogues of the contents of homes or of entire estates, such catalogues to be modelled after the finely and intelligently produced catalogues of the Association's own Sales.

Full information as to terms and conditions for conducting sales or making appraisals may be had upon request. Also catalogues and a special complimentary booklet with the names, results of sales, appraisals in detail and containing an interesting history of the American Art Association by its senior partner, Mr. Thomas E. Kirby.

# THE AMERICAN ART ASSOCIATION

Now 30 East 57th Street, Formerly Madison Square South, New York